



ACCESSING TOBACCO INDUSTRY INTERNAL DOCUMENTS ON-LINE

As part of the 1998 U.S. Master Settlement Agreement, the tobacco industry was forced to disclose millions of previously confidential internal documents, a large percentage of which are now publicly available on the World Wide Web. These documents have provided important revelations -- from the tobacco industry's role in facilitating cigarette smuggling to industry efforts to enhance the addictive nature of cigarettes -- that have helped spur legislative and regulatory action. As ongoing litigation continues, the tobacco industry is continually obligated to update these collections with additional documents.

The continuing challenge for tobacco control advocates is how to search through these documents, find the most relevant documents for legislative and regulatory efforts and then use them to good effect.

There are a number of Internet sites for viewing and downloading tobacco industry documents. Some sites (such as the tobacco industry sites) may track usage while other sites (such as the UCSF Legacy Documents) do not.

Each of the tobacco document websites provides specific information about how to search and view the available documents. Most of the websites allow users some form of a Boolean search (term1 AND term2, term1 NOT term2, etc.) and provide additional guidance on how to search for specific documents or types of documents and print them out.

Tobacco Industry Document Web Sites

Philip Morris:	http://www.pmdocs.com
RJ Reynolds:	http://www.rjrtdocs.com/rjrtdocs/index.wmt?tab=home
Brown & Williamson:	http://www.bwdocs.com/rjrtdocs/index.wmt?tab=home
Lorillard:	http://www.lorillarddocs.com
Tobacco Institute:	http://www.tobaccoinstitute.com
Council for Tobacco Research:	http://www.ctr-usa.org/ctr/index.wmt?tab=home

Other Internet Document Sites

University of California at San Francisco -- Galen Library collection: <http://www.library.ucsf.edu/tobacco/>

Legacy Tobacco Documents Library (LTDL): <http://legacy.library.ucsf.edu/>

10 collections of over 7 million documents made available through the Master Settlement Agreement (1998). Collections will be updated as documents become available through June 30, 2010. Includes the following Tobacco Control Archives collections:

- **Brown & Williamson Collection**
The now-famous "Cigarette Papers" from Brown & Williamson that were donated unsolicited to UCSF Tobacco Control Archives in 1994.
- **Joe Camel Collection (Mangini v. R. J. Reynolds Tobacco Company)**
Internal industry documents used by San Francisco Attorney Janet C. Mangini in her case against R.J. Reynolds to end the Joe Camel ad campaign.

British American Tobacco Documents Archive (BATD): <http://bat.library.ucsf.edu/>

The Guildford Depository, located outside London England, is the result of the lawsuit filed by the State of Minnesota and the Minnesota Blue Cross Blue Shield against several tobacco companies. This website contains more than a million of the estimated 6-7 million pages of internal documents from British American Tobacco Company and its parent company, BAT Industries plc. More documents are scanned in each month.

California Documents from the State of Minnesota Depository:

<http://legacy.library.ucsf.edu/research/calprops/index.jsp>

According to its web site, these documents “provide insight into industry plans to weaken enforcement of and support for California's 1995 smoke-free workplace legislation, AB 13; industry efforts to form a network of groups to present the tobacco industry position thereby creating the sense of a grass roots movement; and the documents also reveal how well the industry understood the political nature of the anti-tobacco challenge, and how quickly the industry moved to engage the American Medical Association, the Western Center for Law and Poverty and other groups to undermine the California tobacco control program, which was funded by the 1988 passage of Proposition 99.”

Tobacco Documents Online: <http://www.tobaccodocuments.org>

This website allows you to search documents and indices, view public collections of documents, create public and private collections, and read papers relating to documents. Hosted by Michael Tacosky (“Tac”).

Tobacco.org - Tobacco News and Information: <http://www.tobacco.org/resources/documents/documents.html>

This tobacco bulletin board focuses on tobacco and smoking issues and includes free resources, other internet site links, tobacco documents and the history of tobacco usage.

Library of Congress, Thomas

In 1995, U.S. Representative Henry Waxman, (D-California) introduced into the Congressional record some internal industry documents relating to Philip Morris research into the effects of cigarettes on youth.

Hearing on July 24, 1995: [http://thomas.loc.gov/cgi-bin/query/z?r104:H24JY5-78:](http://thomas.loc.gov/cgi-bin/query/z?r104:H24JY5-78)

Hearing on July 25, 1995: [http://thomas.loc.gov/cgi-bin/query/z?r104:H25JY5-858:](http://thomas.loc.gov/cgi-bin/query/z?r104:H25JY5-858)

Hearing on July 31, 1995: [http://thomas.loc.gov/cgi-bin/query/z?r104:H31JY5-136:](http://thomas.loc.gov/cgi-bin/query/z?r104:H31JY5-136)

Hearing on August 1, 1995: [http://thomas.loc.gov/cgi-bin/query/z?r104:H01AU5-487:](http://thomas.loc.gov/cgi-bin/query/z?r104:H01AU5-487)

University of Sydney's Tobacco Documents System: <http://old.tobacco.health.usyd.edu.au/site/gateway/docs/>

Focuses on tobacco industry internal documents that concern Australia, China, Hong Kong, Indonesia, Malaysia, New Zealand, The Philippines and Thailand.

Getting Started

For beginners, the Legacy site is one of the easiest to use and contains a large number of useful documents. As a further aid to users, Legacy provides help tutorials on how to search through their site (<http://legacy.library.ucsf.edu/tutorial/> and <http://legacy.library.ucsf.edu/ltldguide.html>) Legacy allows you to simultaneously search all ten collections, individually or in any combination. The default setting includes the seven industry document collections released as part of the Master Settlement Agreement. Becoming proficient with this site first will help advocates better understand the more difficult sites.

Search Tips and Tactics

When searching, keep a pad of paper handy to record code names of special projects, interesting terms, employee names and titles and other words of interest that could aid in later searches. In addition, it may be useful to record search terms, date of search and number of hits so you can keep track of what has been researched, when and where, or for writing a methodology to show systematic searching.

Wildcards:

Wildcard searches allow you to search for variations of words and plurals. This system uses an asterisk as a wildcard character. For example, *smok**, will retrieve records containing the words *smoke*, *smokes*, *smoker*, and so forth.

Keywords:

Aside from specific search terms, there are some more generic key words to keep in mind:

“Memo” (written correspondence between company employees)

“Plan” (can help you find countrywide marketing plans)

“Letter” (written correspondence, usually with people outside the company)

“Publication” (articles published in journals or other periodicals)
“Article” (usually a newspaper or magazine article)
“Telex” (the industry’s word for e-mail as well as overseas telexes)
“Confidential” -- To help find the most confidential information, you can also try adding the terms “attorney work product” or just “work product” to your search criteria. Some of the most sensitive documents were given this designation in an attempt to shield them from the public.

Bates Number: The courts have placed a unique number on each page of every document. These identifying numbers are stamped on the page, usually vertically, on the lower left corner of each document. Record the Bates numbers of important documents to use as references and make them easier to find again.

Code Names and Acronyms: As you will find out when you start searching, the companies use code names and acronyms for many of their campaigns, internal studies, and research projects. Examples include “Project 16,” “Operation Downunder” and “FUBYAS” (an R.J. Reynolds acronym for “First Unbranded Young Adult Smokers”). These code names and acronyms can help you zero in on a particular project while excluding many extraneous documents.

Note the names and titles of the employees on the documents that you find. Often, one executive is put in charge of a company’s political and/or marketing activities in a certain part of the world. Searching for documents authored by this person can reveal a cache of information about how the industry acted in certain countries. Also, these executives usually turned in regular reports to their headquarters about their division’s activities. These reports can be a tremendous source of information.

Where to Go for Further Help

The search instructions posted at each site contain basic information that every document researcher should read before searching. These contain vital instructions such as how to properly format search terms. Always read these instructions before proceeding! Consult the examples offered within them as your first step in addressing problems.

You may also be able to get assistance from other experienced researchers by joining the tobacco industry document discussion list “doc-talk” and “intldoc-talk” on the web. To sign up for these lists, go to:

<http://www.smokescreen.org>

Resources on the Web:

The Tobacco Industry Documents: An Introductory Handbook and Resource Guide for Researchers
<http://www.lshtm.ac.uk/cgch/tobacco/Handbook%2008.07.03.pdf>

Trust Us: We're The Tobacco Industry (a compilation of quotes from internal tobacco industry files)
http://www.ash.org.uk/files/documents/ASH_135.pdf

Campaign for Tobacco-Free Kids, Ann Boonn / April 27, 2011